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<u>Claims</u>

- A method of producing structured pressure-sensitive adhesives, the pressuresensitive adhesive being coated from the melt through a die, the die being structured, followed by crosslinking with actinic radiation.
- 2. The method of claim 1, characterized in that circular, oval, angular, rectangular, square, triangular or sawtoothlike structures are generated on the surface of the pressure-sensitive adhesive.
- 3. The method of claim 1 or claim 2, characterized in that the structuring is performed in the coating direction.
- 4. The method of any one of the preceding claims, characterized in that structuring is followed by crosslinking with electron beams.
 - 5. The method of any one of claims 1 to 3, characterized in that structuring is followed by crosslinking with UV radiation.
- 20 6. The method of any one of the preceding claims, characterized in that crosslinking takes place on a backing material.
 - 7. The method of any one of the preceding claims, characterized in that the structured pressure-sensitive adhesive is cooled on a rotating roll.
 - 8. The method of claim 7, characterized in that a contact medium is applied to the rotating roll and is at least partly removed again following exposure to actinic radiation.
- 30 9. The method of any one of the preceding claims, characterized in that an acrylate pressure-sensitive adhesive is used.
 - 10. The use of a structured pressure-sensitive adhesive produced according to any one of the preceding claims for producing pressure-sensitive adhesive tapes.
 - 11. The use of a structured pressure-sensitive adhesive produced according to any

one of claims 1 to 9 for producing single-sided and double-sided pressuresensitive adhesive tapes.

12. A pressure-sensitive adhesive tape comprising a structured pressure-sensitive adhesive having anisotropic adhesion properties.

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13. A pressure-sensitive adhesive tape comprising a structured pressure-sensitive adhesive having adhesion properties that are anisotropic in longitudinal direction and transverse direction.